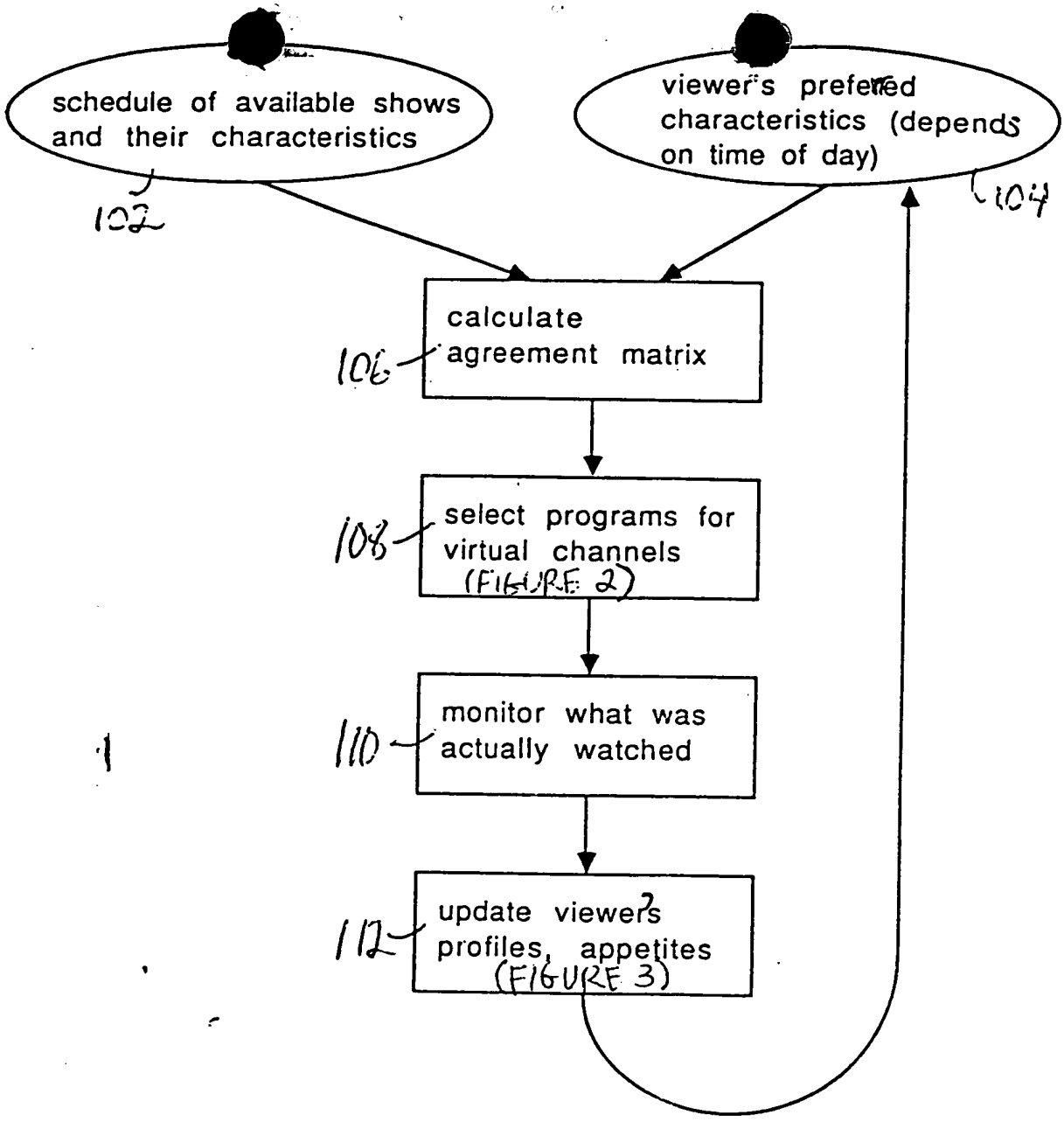

schedule of available shows and their characteristics
102
viewer's preferred characteristics (depends on time of day)
104
calculate agreement matrix
106
select programs for virtual channels (FIGURE 2)
108
monitor what was actually watched
110
update viewers profiles, appetites (FIGURE 3)
112

FIGURE 1

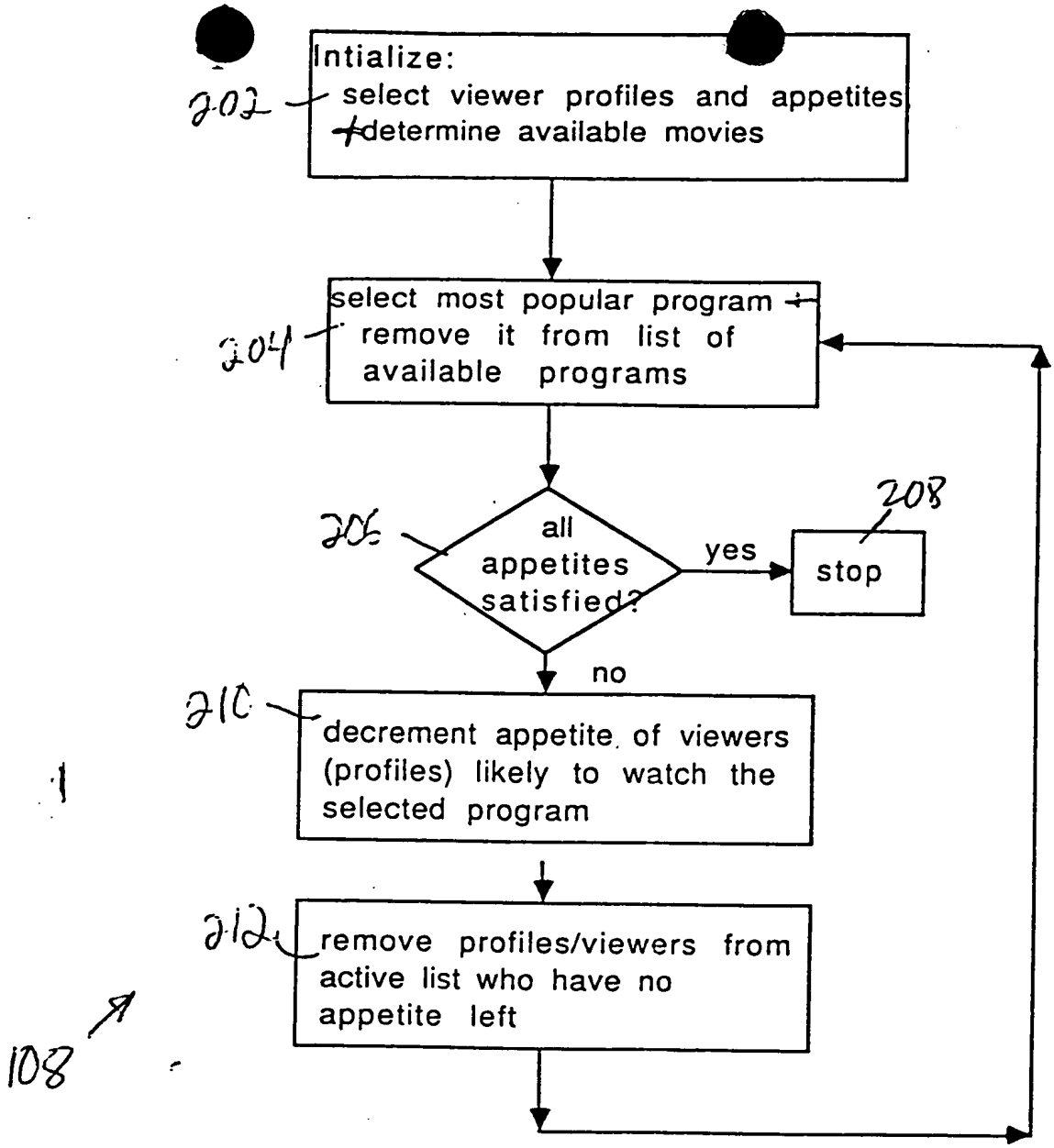

Intialize:
select viewer profiles and appetites
determine available movies
202
select most popular program
remove it from list of available programs
204
all appetites satisfied?
206
yes
stop
208
no
decrement appetite of viewers (profiles) likely to watch the selected program
210
remove profiles/viewers from active list who have no appetite left
212
108

FIGURE 2

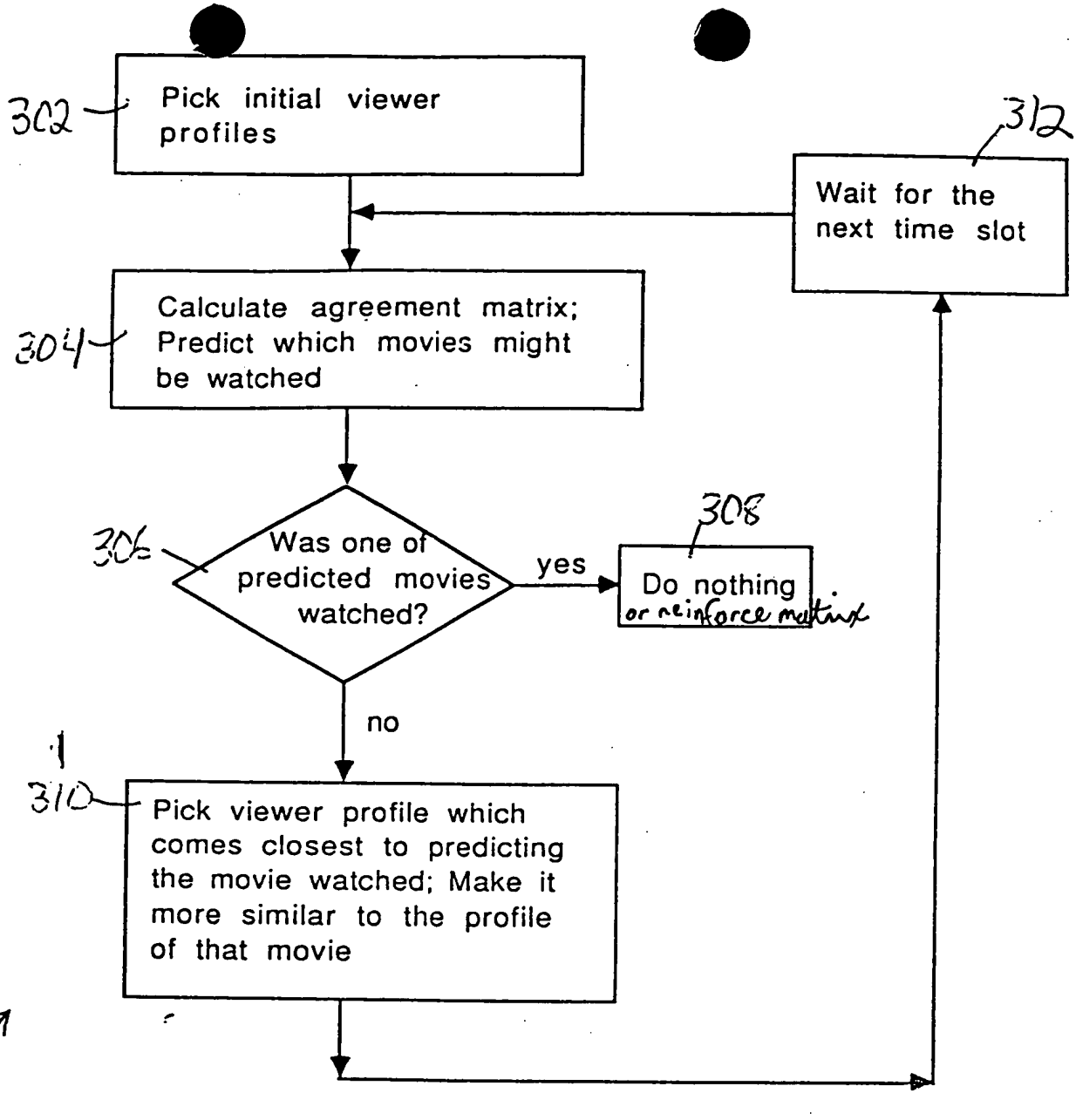

302
Pick initial viewer profiles
312
Wait for the next time slot
304
Calculate agreement matrix; Predict which movies might be watched
306
Was one of predicted movies watched?
yes
308
Do nothing or reinforce matrix
no
310
Pick viewer profile which comes closest to predicting the movie watched; Make it more similar to the profile of that movie
112

FIGURE 3

6660FF 20726n60

PHASE I

ONE-WAY

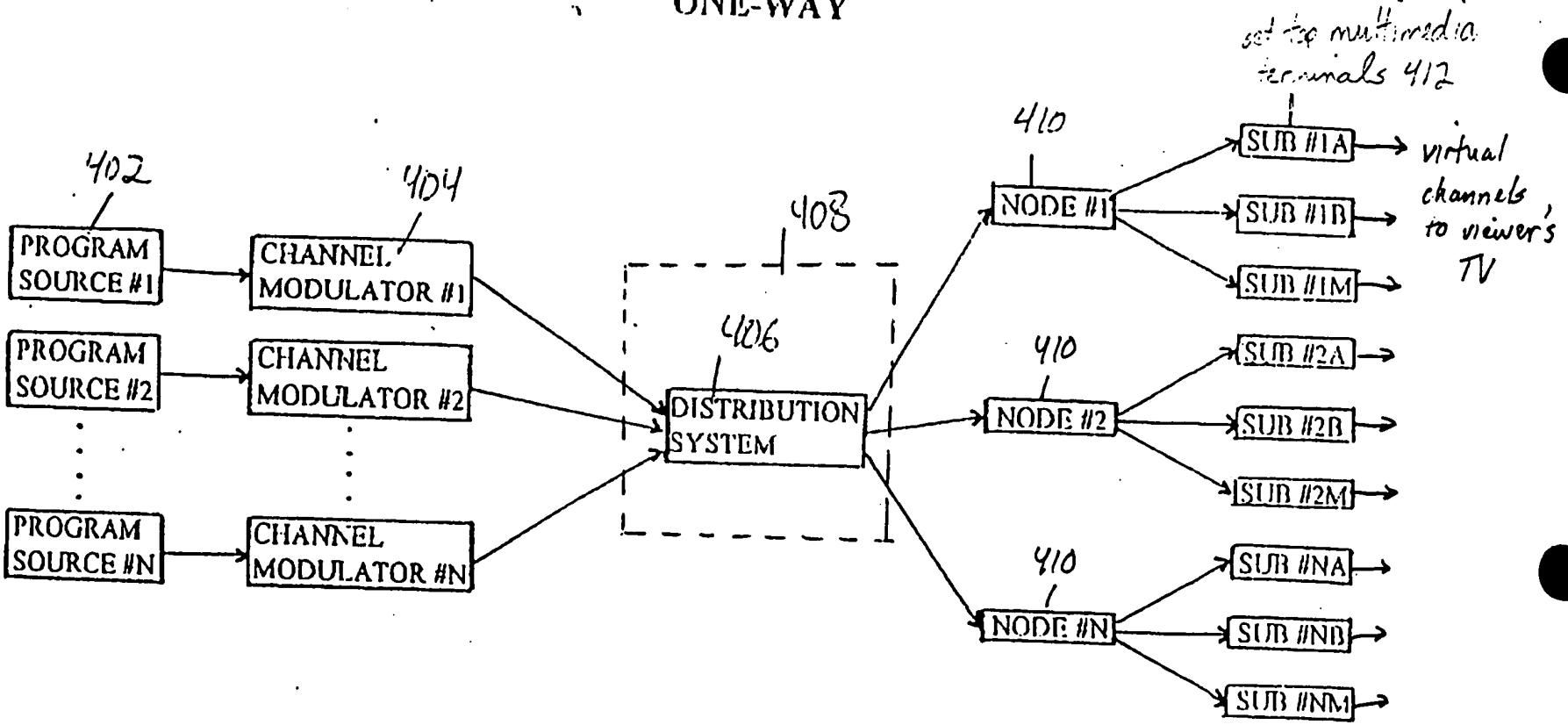


FIGURE 4

6660FF" 20F2E+60

PHASE II

TWO-WAY

NON-REAL TIME

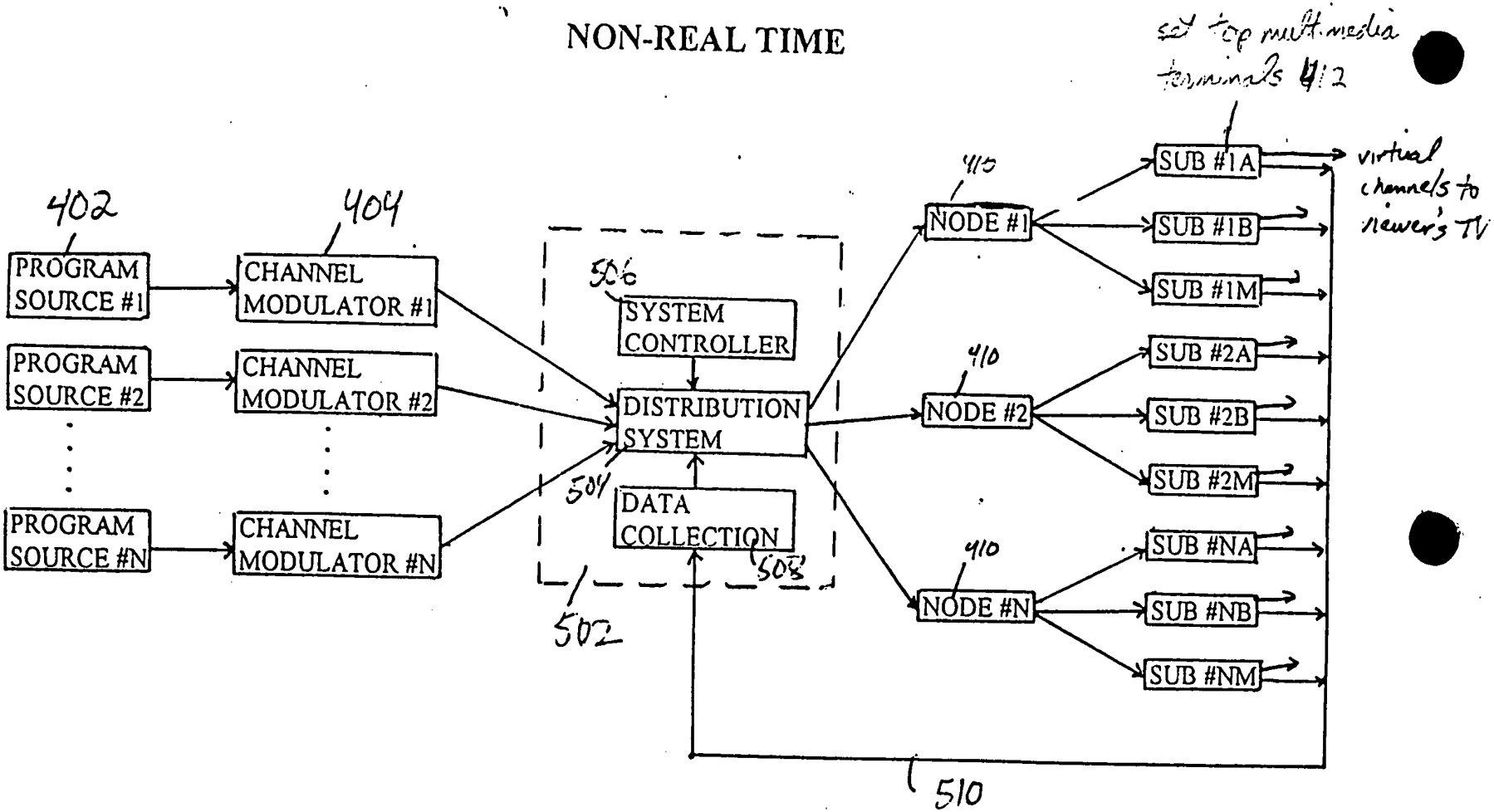
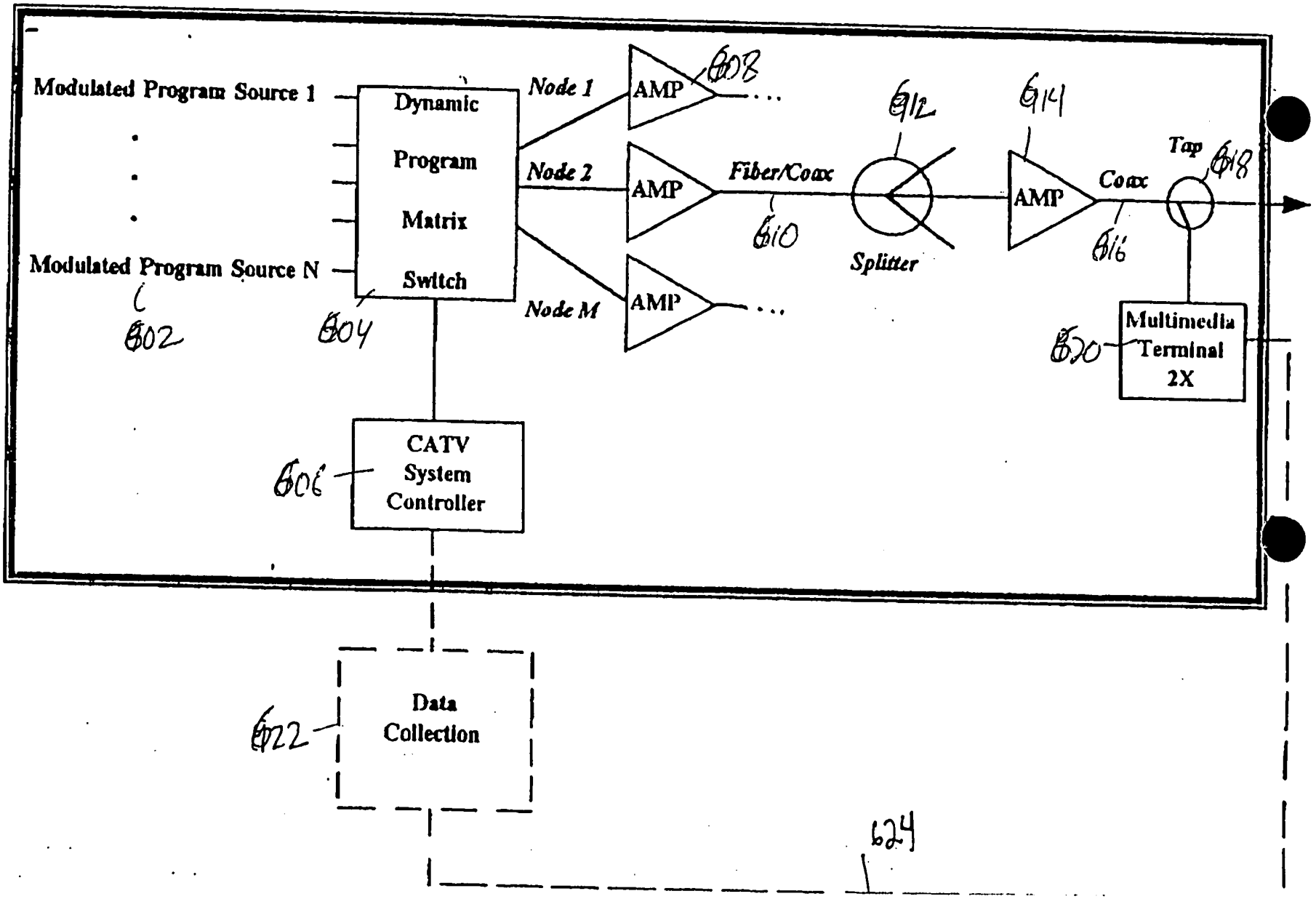


FIGURE 5

6660FF" 20T2EH60

FIGURE 6

CATV DISTRIBUTION SYSTEM



Upstream Encryption: FromSet Top to Head End (User Pref. Data)

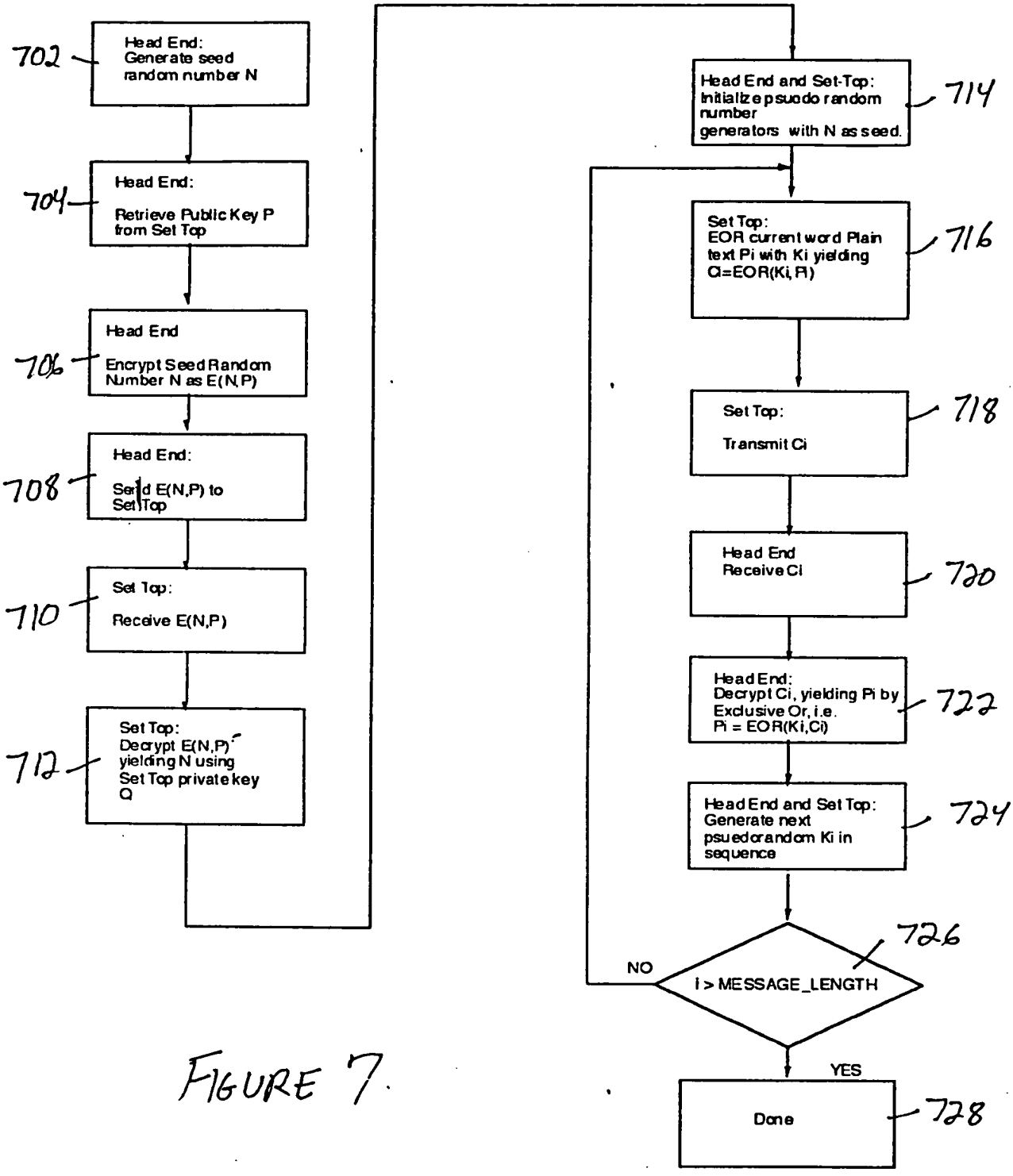


FIGURE 7.

Downstream Encryption: From Head End to Set Top (Video Stream)

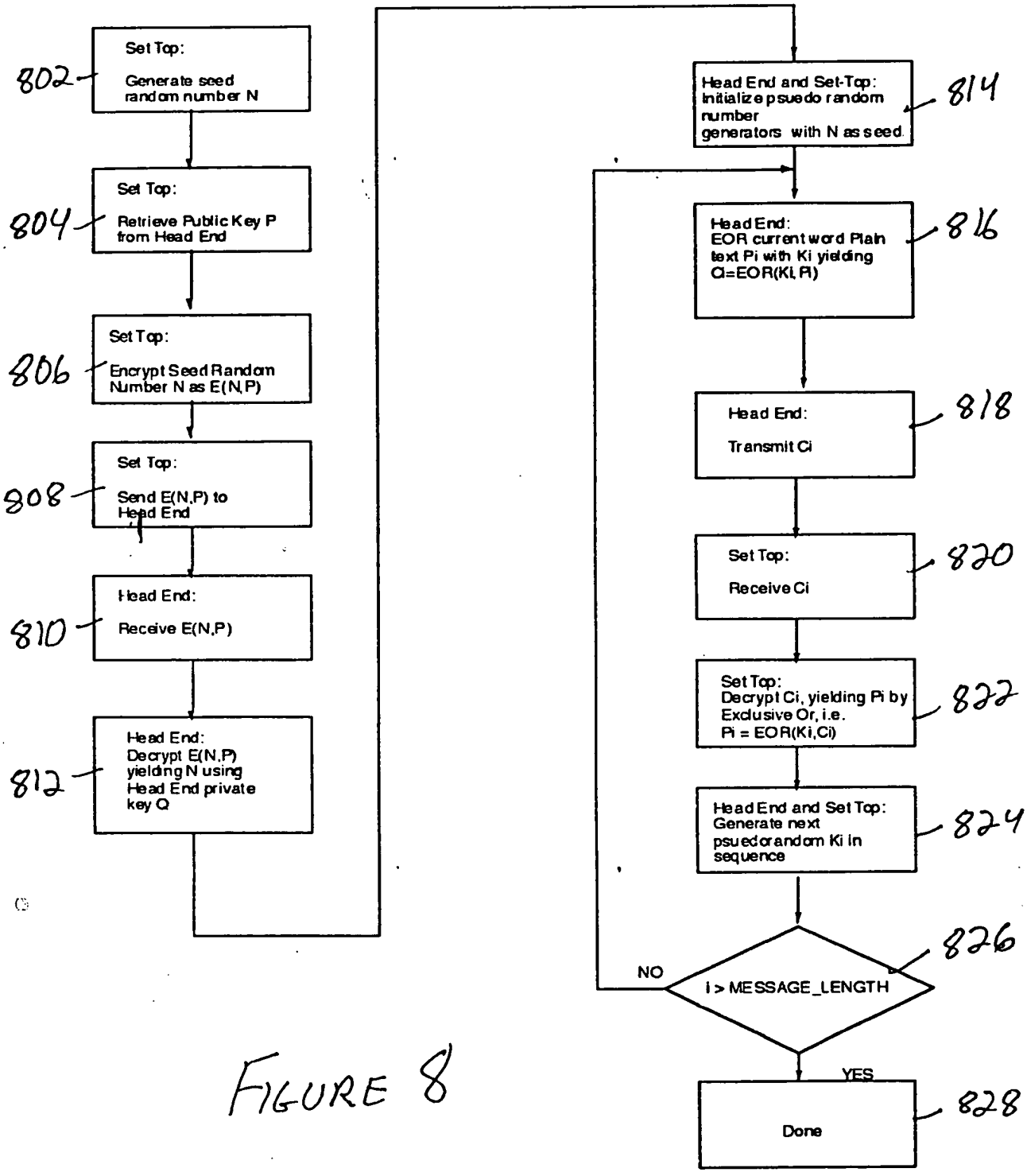


FIGURE 8

MULTIMEDIA TERMINAL
Software Block Diagram

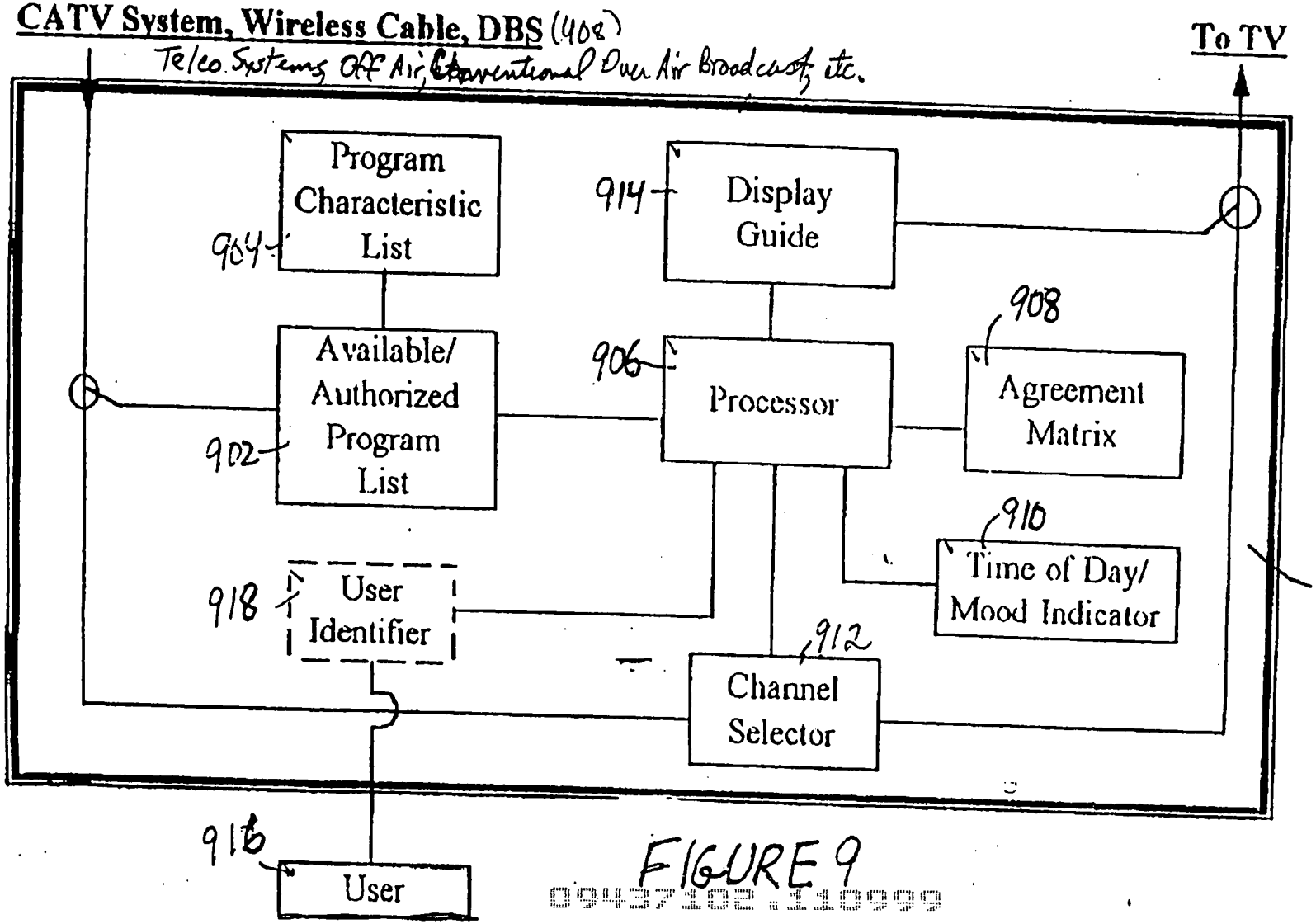


FIGURE 9

09457302 110999

MULTIMEDIA TERMINAL

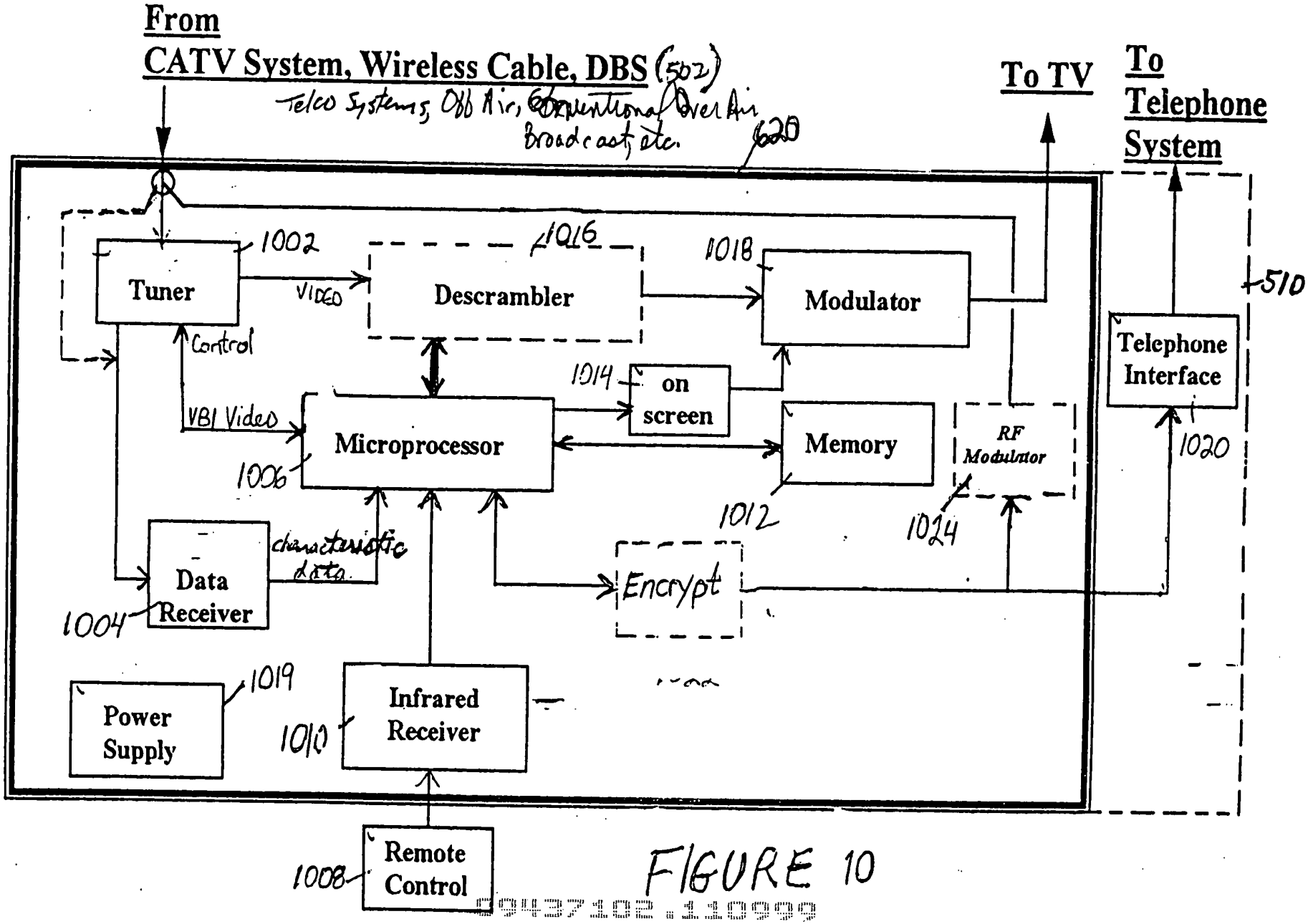
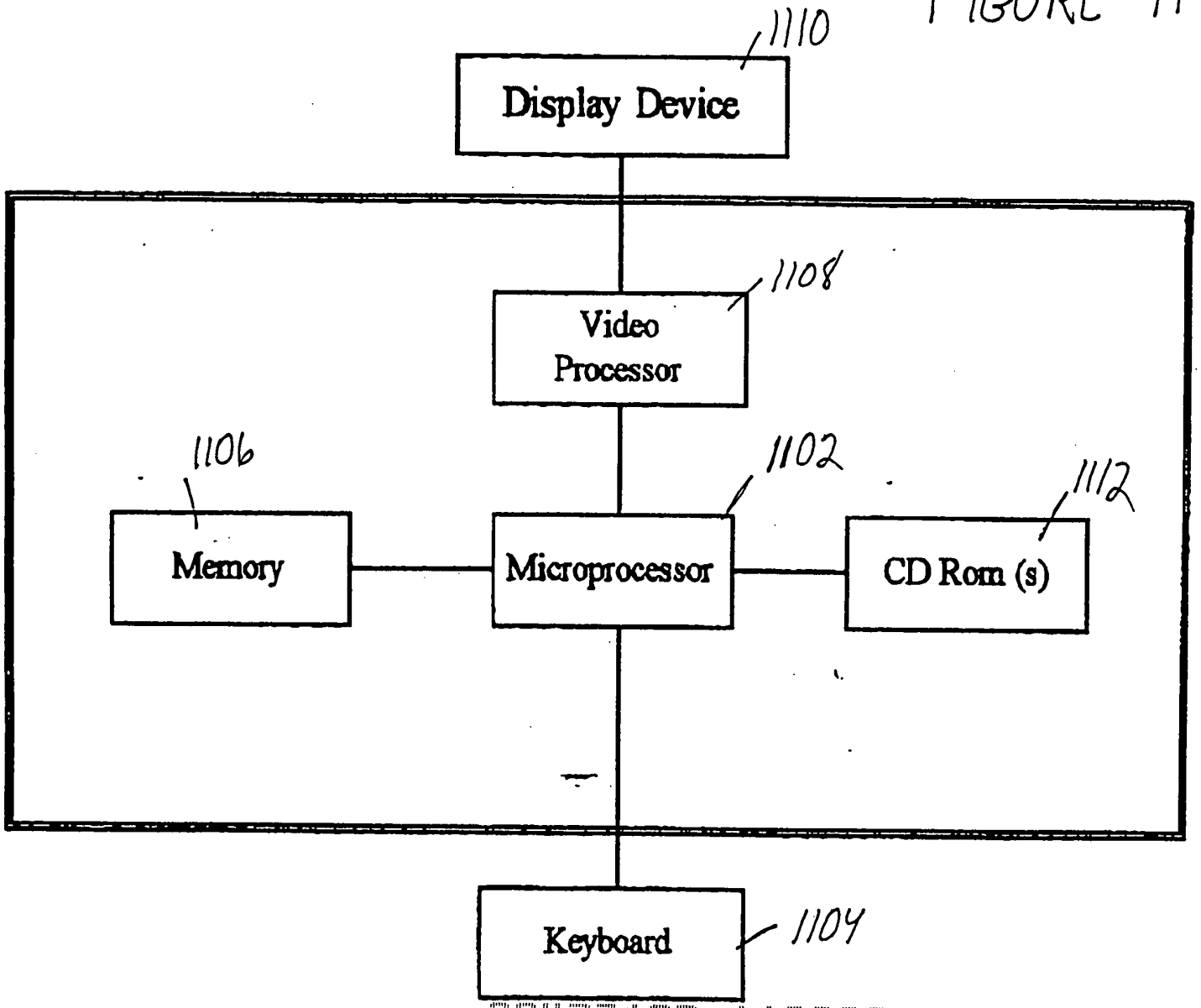


FIGURE 10

09437102.110999

FIGURE 11



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